

Lawyers, Forget About “Quitting Facebook” – Expanding Your Comfort Zone to Communicate is Key

March 5th, 2010 by Kara

While I was at the [National Association of Minority and Women Owned Law Firms \(NAMWOLF\)](#) Business meeting in Washington, D.C., I had the opportunity to meet with large-firm general counsel, communications directors and small firm members from across the country.

I really enjoy talking to lawyers in person about social media, mostly because it gives me an opportunity to discuss the importance of on-line networking tools and how they can directly impact their business, face-to-face.

One attorney I spoke with said, “One of the reasons lawyers aren’t really going for social media like [Facebook](#), is because it started with young people using it, kids really kind of playing with it.” Unfortunately, she’s right. Many legal professionals have antiquated ideas about how to generate business and technology has always been a challenge.

So, they’re really suffering when it comes to understanding and developing new online tools for business development. That makes the fast moving development of online communication all the more challenging for many in the industry.

During the [NAMWOLF](#) business meeting, the importance of staying in communication was an ongoing theme for the panelists. We all know that for generations, lawyers have built their business through personal relationships.

It’s time to expand your “Comfort Zone” and learn new communications tools!



[Facebook](#) is the perfect tool to help lawyers have deeper conversations and relationships with acquaintances so they can become friends, and potential business contacts.

Blogs, [Facebook](#), [Twitter](#), [JD Supra](#), [Martindale.com](#) and [Avvo](#) are fast becoming primary tools for generating new business for legal marketers going forward.

An article in the [Lawyerist](#) elaborates on the usage of Facebook and it's intense growth among users between 35 and 55 years old. *The precise demographic legal marketers are targeting...*

As of August 4, 2009, there were about 78 million users on Facebook, 40% of them over the age of 35. Facebook's users in every demographic are increasing, not decreasing, with certain demographics like those over the age of 55 increasing by 514% from January through July 2009.

If you are not actively using social media in your marketing efforts, your firm's business is missing out on some incredible opportunities.

Other articles you may be interested in:

[Legal Marketers – Now is NOT the time to give up on Twitter](#)

[Legal Professionals Who Are Not Social Media Savvy Can Jeopardize Their Cases](#)

[Listening, monetization, and ethics are key for successful social media campaigns and your legal marketing reputation](#)

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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